



Board of Directors Conference Call

October 14, 2020

MINUTES

1. Welcome & Attendance: *Corrie Jongbloed, President*

Meeting started 4:05 pm ET USA.

Corrie Jongbloed-Zoet	President
Wanda Fedora	President Elect
Michaela O'Neill	Vice President
Donna Paton	Treasurer
Melanie Hayes	Secretary
Peter Anas	Executive Director

2. Approval of April Board Minutes*: *Melanie Hayes, Secretary*

No amendments/comments from Board. Proposed: DP, Seconded: CJZ. All approved.

3. Finances: *Donna Paton, Treasurer and Peter Anas*

- Financial Statements at Apr. 31*: PA informed the board of the recently approved Dentsply \$30k sponsorship which should help immensely in 2020, including \$10k research grants (\$6k awarded, \$350 costs, \$3k remaining). They have never asked for a breakdown. \$10k for leadership summit in 2020 (they needed it in their 2020 budget year). \$10k for SR. They are keen to continue to be involved.

- Overall situation for 2020 – \$185K in bank account. Currently profit of \$23k, but have Dentsply grant coming in and expenses for the balance of the year.

4. Membership:

- Approaching Potential Members

- *Corrie*:
 - Belgium – interested, no application yet
 - Poland – sent email twice, no answer
 - Hungary - does not qualify
 - Trinidad – has 50, needs to start an association
 - Bermuda – need contact/ address
- *Wanda*: Pakistan – not an organised group
- *Michaela*:
 - Cyprus (with Julie)
 - Libya
- *Donna*
 - Iceland -called some practices but yet to get in contact with a DH.
- *Hannan*: Saudi Arabia, Kuwait and Jordan which board member? Via membership committee?
- *Peter*:
 - Georgia – interested and sent application
 - Cameroon – interested and sent application

- Nigeria - old email address

MON reports no progress with the Membership Committee which will have a meeting later this week. It was confirmed free association membership for new members until the end of the year. If finances are an issue, to discuss extending free period or discount for next year at future board meeting. Committee to take over this work.

5. Sponsorship: *Peter*

- Update:

- Had preliminary discussions with:
 - P&G, Sunstar, Dentsply, Biomin
 - P&G preliminary positive discussions about 2021. 3rd meeting with Sunstar tomorrow.
 - Biomin interested in social media. Board asked about Phillips, GSK. PA advised some not responding, some furloughed. PA will make another push after this meeting.
- Colgate (contract for 20-21) – conference call at end of the month. Colgate wants to know more about leadership summit.
- Curasept Webinar (new request Aug 2020). PA advised just trying to get them to commit to a date, needs to be housed somewhere. MON asked can we host it on our website, draw people to our website. PA advised it's up to Curasept to host it on their website/Youtube, and we would link to it. Our main role is to market it. We need the Education Committee to provide a strategy and criteria for all educational materials on our website.

- Fall Flyer – *Donna, Wanda*

DP didn't want to burden PA with requests for information and guidance, and were concerned that they were underselling it. WF advised can progress fairly quickly now. CJZ reiterated that given next wave of Covid is now impacting people, we need to come up with these smaller sponsorship opportunities or we will miss this opportunity.

Action: DP & WF to send what they have to PA to progress, to be ready by end of next month.

Action: DP to look up pricing for Microsoft Teams for use by Board and Committees.

- New Product Showcase Newsletter

PA has not done a proposal for this new project yet. It would include sponsored spaces for new products, 2-3 times per year, could link to corporate websites. Corporates seem to like the idea. MON asked whether we could get sponsorship for Microsoft Teams added on to the advertising charges.

Action: PA to prepare proposal, to include in the Fall Flyer.

6. ISDH: *Corrie*

- 2022 Ireland:

- EuroPerio date: Peter sent an email to EP President 9/21/20 regarding their 2022 date
- IFDH Emails also sent to PCO & LOC (9/15), Corporates (9/18)
- CJZ asked whether PCO and LOC have started marketing – DP and PA do not think so. PA sent out ISDH sponsorship brochure to corporates.
- CJZ asked about Scientific committee, MH provided update on Scientific Committee progress.
- Action:** Please send speaker suggestions to MH for the Scientific Committee in next 1-2 weeks

7. Every Child Has a Toothbrush – *Wanda*

- Update (5 applications from 4 countries received, Brushes sent)

WF hopes e-news will inspire some more applications. CJZ suggested posting on Facebook. Message: Lets be creative in delivery of oral care. Currently have brushes to allocate.

Action: DP to share on Facebook and Instagram.

8. P&G Survey #3 - Toothbrush – Peter

- Currently in progress, to be sent out mid-October

Draft is complete. PA to send first survey for Board members to test functionality of survey. PA suggested to P&G to put findings from all three in a small booklet, for printing and distribution. CJZ suggested it could be presented during the Summit/ISDH.

Action: All board to complete survey and provide PA with any feedback

9. Education:

- Research Grants – (2 paid, 1 no bank info yet, 1 to re-submit new app)

PA advised that this program has been promoted all year with a December deadline. MH shared that we have some great stories from recipients, which we could use to promote grants.

Action: MH to organise snippets and news story for e-news.

- Israel Letter (sent 9/27) - Corrie

Action: MH to send examples of supporting letters from DHAA to CJZ to add to her response to Israel's request.

- Education Academy

Web Page – Mel

- o Strategy
- o Categories (articles, webinars, CE resources, links, etc.)
- o Sponsorship and Fees (in general or per item)

MH informed Board that Ron Knevel has an Education Committee meeting on Fri 16th October to discuss the above issues.

- D3 (Chalky Teeth) Workshop – Mel participating as speaker

MH gave an overview of the Chalky Teeth symposium and IFDH involvement.

Action: MH to think about how information from the symposium could be used in Education Academy.

10. Social Responsibility Plan 2020-22

WF advised that the SR Committee has been corresponding, and will be meeting soon. Suggesting a topic be chosen and circulated. They are suggesting “women in shelters” as a focus for SR projects in 2021. Every year there would be a different topic. MON suggested widening the category e.g. homeless. CJZ asked if the committee or the board makes the final topic decision? MON suggested Board should have oversight. WF concerned about committee autonomy. It was agreed that the Committee to suggest the topic, and the Board to approve and to provide tweaks.

CJZ gave an overview of the discussion with past HoD Victoria to help HoD/members to compose SR projects. Victoria has a business/course which enables DH to develop, implement and evaluate oral health programs. Her concern was SR programs were not sustainable. MH raised that we decided on this at last Board meeting. WF advised Victoria of decision, but then Victoria then met with PA, CJZ and WF to discuss further. PA reminded of history of leadership course with Ramen Bedi, and no real benefit to IFDH. MH advised in Australia, all students learn how to develop, implement and evaluate HP programs. (Netherlands, Canada too). MON can see benefit in teaching how to project plan, IFDH could advertise course. WF advised advertising has been discussed with Victoria. Perhaps could use as a speaker for the Leadership Forum. CJZ warned this is still essentially free advertising. Reiterated to offer for her to advertise, but not to offer as part of SR. MH would like to know more about her expertise in project management, there are many experts in this area.

Action: PA/CJZ to find out more about the content of the program, and Victoria's expertise.

11. Smile Award - Suggested Criteria* (emailed 9/23): CJZ agreed on the program criteria. PA to send the approved document to Marsha at Colgate for their meeting at end of the month. This can be promoted in the eNews and send to HoD. Board approved the criteria.

Action: PA to send approved document to Marsha.

12. Oral Health Summit & Leadership Forum: *Corrie*

- Concept and Dates

CJZ: Online session for leadership, videos for dental hygiene day. PA: Some organizations are holding meetings/conferences and some aren't. With Covid having a resurgence in Europe, he doesn't think people will be keen on travelling internationally and suggests holding it online. It could be a forerunner to a summit in Ireland (2022). MON voiced some concerns - people don't sit for long periods, no sponsorship. How do we encourage participation with the corporates? PA advised of an event on advance sponsorship sales for virtual events that he is considering attending, which should help answer MON concerns. IFDH already has funding from Colgate and Dentsply. MON floated the idea of virtual chat rooms for sponsors. DP described a Bingo card to engage delegates with sponsors; MH a similar concept using a trade passport. MH spoke about putting content online for preparation, and then an online interactive session.

CJZ suggested a separate meeting to plan for the summit, in a week or two. PA suggested taking it to the committees. CJZ is concerned time is a critical factor, need a plan by December. PA suggested inviting Committee Chairs Kelly and Yvonne to meeting.

Action: PA to organise a conference call on November 3.

13. Association Resource Center – *Wanda/Carmen, Chair*

WF advised Carmen is meeting with the committee, but has not yet had a report. Will send us a message when she hears back.

14. Marketing – *Peter*

- eNews December issue

PA will be sending out notice to all HoDs with the deadline, and will be distributed early December.

- Social Media Policy & Guidelines (emailed) - *Donna*

DP advised that PA picked up on a few aspects of the committee's report that need to be fine-tuned. The committee are to discuss and amend the report. PA has been alerted to issues over the years that the committee might not be aware of. Therefore, we need guidelines that are clear for those who are posting on behalf of IFDH.

Action: CJZ, PA, DP to meet separately and come up with guidelines

- International Oral Health Day

o Plan, Materials, Toolkit, Budget/Sponsorship

- 35th Anniversary (2021) - Materials

CJZ asked can we still manage both of these? PA suggested yes to anniversary, but IOHD might be too much. WF suggested trying to connect DH Day to our anniversary. CJZ determined IFDH to focus on Anniversary and Summit, possibly in June 2021.

15. Website Re-design - *Corrie*

CJZ prepared a web site plan, updated by PA and presented to the board. PA presented a new design quote based on this plan.

Action: The board is to review the quote and site plan and respond back to CJZ on further action.

16. European Taskforce Common Curriculum - *Corrie*

There are a lot of issues with the European DH Journal and publisher Wiley including rules and cost for open access. More details to come.

17. Next board meeting

Tuesday, December 8 at 4pm ET US.

18. Adjournment at 6:30 pm ET US